

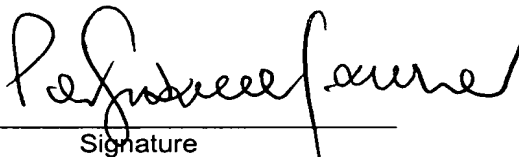
POWER OF ATTORNEY FROM ASSIGNEE

In accordance with 37 C.F.R. § 3.73(b), TELECOM ITALIA S.p.A. ("Assignee"), duly organized under the laws of ITALY and having its principal place of business at Piazza degli Affari 2, 20123 Milano, Italy, represents that it is the assignee of the entire right, title and interest in and to a patent application entitled "**Method and system for controlling content distribution, related network and computer program product therefor**", which was filed on March 31, 2004 as PCT International Application No. **PCT/EP2004/003409** in the name(s) of ALESSI Marzio and Maffione Eugenio Maria, as indicated by assignment(s) duly recorded in the United States Patent and Trademark Office at Reel _____, Frame _____ on _____, or by the copy of assignment(s) attached hereto.

Assignee hereby appoints the following attorney and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith: **FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, L.L.P., CUSTOMER NUMBER 22,852.**

The undersigned is authorized to act on behalf of Assignee.

Respectfully submitted,

By: 
Signature

Name: Pier Giovanni Giannesi

Title: Proxy Holder

Assignee: TELECOM ITALIA S.p.A.

Dated: September 1, 2006

FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, L.L.P.